What is claimed is:

1. A method for use by a first entity to benefit a second entity in the operation of an e-commerce enabled web site, the method comprising the steps of:

allowing a user of the e-commerce enabled web site to select at least one product for purchase;

selecting a second entity; and

providing a benefit to the second entity.

2. The method of claim 1, further comprising the step of prompting the user to select a second entity before the user can complete the purchase.

3. The method of claim 1, further comprising the step of prompting the user to select a second entity after the user completes the purchase.

4. The method of claim 1, further comprising providing a second entity list is selected on the basis of an equitable selection method.

5. The method of claim 4, further comprising the equitable selection method including the step of selecting a time-convenient number of second entities on a cyclical basis;

6. The method of claim 5, further comprising the cyclical basis weighting according to the value of the products purchased by the second entity from the first entity for a period prior to the user selecting the product for purchase.

7. The method of claim 4, further comprising the step of randomizing the second entity list to produce a randomized list of second entities and selecting at least one second entity from the randomized list of second entities.

8. The method of claim 4, further comprising the equitable selection method including the step of selecting a time-convenient number of second entities based on whether a second entity is within a geographically-convenient proximity to the user.

9. The method of claim 8, wherein a second entity is within at least one of a geographically and politically convenient proximity if the second entity is in the same zip code as the user.

10. The method of claim 8, wherein a second entity is within at least one of a geographically and politically convenient proximity if the second entity is in the same county as the user.

11. The method of claim 8, wherein a second entity is within at least one of geographically and politically convenient proximity if the second entity is in the same city as the user.

12. The method of claim 1, wherein compensating the second entity is crediting an account of the second entity.

13. The method of claim 1, wherein compensating the second entity is lowering the unit cost for the at least one product for purchase.

14. The method of claim 1, wherein compensating the second entity is paying the second entity a percentage of a purchase price of the at least one product for purchase.

15. The method of claim 1, wherein compensating the second entity is shipping the at least one product for purchase along with advertising about the second entity.

16. The method of claim 1, wherein compensating the second entity is sending the user a coupon for products sold by the second entity.

17. The method of claim 1, wherein compensating the second entity is sending the second entity information about the user.

18. The method of claim 1, further comprising a step of monitoring compensation to the second entity for abuses.

19. The method of claim 18, wherein in response to finding an abuse by a second entity, taking a corrective action.

20. The method of claim 19, wherein the corrective action is removing a second entity committing an abuse from the second entity list.

21. The method of claim 19, wherein the corrective action is reducing compensation to a second entity committing an abuse.

22. A method for use by a first entity to offset a loss of a second entity in the operation of an e-commerce enabled web site, the method comprising the steps of:

allowing a user of the e-commerce enabled web site to select at least one product for purchase;

prompting the user to select a second entity from a second entity list;

compensating the user for selecting a second entity; and

compensating the second entity.

23. The method of claim 22, wherein compensating the user is providing the user with a discount on the at least one product.

24. The method of claim 22, wherein compensating the user is providing the user with a credit for a future purchase.

25. The method of claim 22, wherein compensating the user is entering the user into a contest.

26. The method of claim 22, wherein compensating the user is having the user win a prize.

27. A method for use by a first entity to offset a loss of a second entity in the operation of an e-commerce enabled web site, the method comprising the steps of:

allowing a user of the e-commerce enabled web site to select at least one product for purchase;

providing the user with an option to participate in selecting a second entity;

having the user choose whether to participate;

if the user chooses to participate, having the user select a second entity from a second entity list; and

compensating the second entity.

28. The method of claim 27, wherein the step of providing the user with an option to participate includes informing the user that should the user participate, the user will be compensated, and wherein the method further comprises the step of compensating the user if the user participates.

29. A method for use by a first entity to offset a loss of a second entity in the operation of an e-commerce enabled web site, the method comprising the steps of:

allowing a user of the e-commerce enabled web site to select at least one product for purchase;

· prompting the user to select a second entity from a second entity list, the second entities on the second entity list being one or both of included and ranked on the list according to incentives provided by the second entity to the first entity;

compensating the second entity.

30. The method of claim 29, wherein the incentives are advertising placements related to first entity's products displayed by the second entity.

31. The method of claim 29, wherein the advertising placement is a store aisle end cap.

32. A system for use by a first entity to offset a loss of a second entity in the operation of an e-commerce enabled web site, the system comprising:

computer operation components; and

an e-commerce software module loaded on the computer operation
components, the e-commerce software module having machine executable code
configured for:

allowing a user of a e-commerce enabled web site to select at least one product
5   for purchase;

prompting the user to select a second entity from a second entity list; and

compensating the second entity.

33. A computer software product for use by a first entity to offset a loss of a
second entity in the operation of an e-commerce enabled web site, the computer
10   software product having machine executable code configured for:

allowing a user of an e-commerce enabled web site to select at least one
product for purchase;

during a checkout process for the at least one product, prompting the user to
select a second entity from a second entity list; and

15   compensating the second entity.